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Attorneys for Brandon Lo

UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF CALIFORNIA

| BRANDON LO, INDIVIDUALLY AND |
|------------------------------|
| ON BEHALF OF ALL OTHERS |
| SIMILARLY SITUATED |

PLAINTIFF,

V.

OXNARD EUROPEAN MOTORS, LLC D/B/A MERCEDES BENZ OF OXNARD, AND OXNARD MB, LLC, D/B/A MERCEDES BENZ OF OXNARD & SMART CENTER OF OXNARD,

DEFENDANT.

Case No: 11CV1009 JLS MDD

CLASS ACTION

COMPLAINT FOR DAMAGES AND INJUNCTIVE RELIEF PURSUANT TO THE TELEPHONE CONSUMER PROTECTION ACT, 47 U.S.C. § 227 ET SEQ.

Jury Trial Demanded

Introduction

1. Brandon Lo, (Plaintiff), through Plaintiff's attorneys, brings this class action for damages, injunctive relief, and any other available legal or equitable remedies resulting from the illegal actions of Oxnard European Motors, LLC d/b/a Mercedes Benz of Oxnard European Motors") and Oxnard MB, LLC d/b/a Mercedes Benz of Oxnard & Smart Center of Oxnard ("Oxnard MB") or collectively ("Defendants"), in negligently, and/or willfully contacting Plaintiff on Plaintiff's cellular telephone, in violation of the Telephone Consumer Protection Act, 47 U.S.C. § 227 et seq., ("TCPA"), thereby invading Plaintiff's privacy. Plaintiff alleges as follows upon personal knowledge as to herself and her own acts and experiences, and, as to all other matters, upon information and belief, including investigation conducted by her attorneys.

JURISDICTION AND VENUE

- 2. Jurisdiction of this Court arises pursuant to 28 U.S.C. § 1332(d)(2) because Plaintiff seeks relief on behalf of a national class action, which will result in at least one class member belonging to a different state than that of Defendant. Plaintiff also seeks up to \$1,500 in damages for each call in violation of the TCPA, which, when aggregated among a proposed class number in tens of thousands, exceeds the \$5,000,000 threshold for federal court jurisdiction. Therefore, both elements of diversity jurisdiction under the Class Action Fairness Act of 2005 ("CAFA") are present and this Court has jurisdiction.
- 3. Venue is proper in the United States District Court for the Southern District of California pursuant to 18 U.S.C. § 1391(b) and 1441(a) because Defendants do business within the State of California and Plaintiff received the illegal text message while in San Diego County. Defendants are both corporations and citizens of California.

4. Plaintiff is, and all times mentioned herein was, an individual citizen and resident of the State of California. Plaintiff is, and all times mentioned herein was, "person(s)" as defined by 47 U.S.C. §153 (10).

PARTIES

- 5. Defendants own one or more call dealerships, including, but not limited to at least one dealership in Oxnard, California.
- 6. At all times mentioned herein, Defendants were and are corporations and "person(s)" as defined by 47 U.S.C. § 152 (10). Oxnard European Motors and Oxnard MB jointly do business together, including advertising, sales, and service.

FACTUAL ALLEGATIONS

- 7. At all times relevant, Plaintiff was an individual residing within the State of California. Plaintiff is, and at all times mentioned herein was, a "person" as defined by 47 U.S.C. § 153 (10).
- 8. Defendants are, and at all times mentioned herein were, corporations and "person(s)," as defined by 47 U.S.C. § 153 (10).
- 9. At all times relevant all Defendants conducted business in the State of California.
- 10. Plaintiff maintains cellular service with a common cellular telephone service provider and maintains cellular telephone number 818-577-0576. Plaintiff has maintained this cellular telephone for years.
- 11. Plaintiff has never provided this cellular telephone number to Defendants or provided any type of prior express consent to receive sales solicitations through Plaintiff's cellular telephone.
- 12. On April 9, 2011 at approximately 8:04 a.m. Plaintiff received an unsolicited advertisement, via text message from Defendants sent to Plaintiff's cellular telephone number, as listed above.

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- The telephone identification number provided in the text message read "From 13. 431-43." The text message stated in pertinent part:
 - "Mercedes-Benz of Oxnard Service Notice: You may
- be past due for service! 4
- 5 Please call to schedule:
- (877) 253-4239. To opt 6
 - out, Reply STOP."
 - 14. On April 9, 2011, all prior to the date this Complaint was filed, but sometime after four years prior to the date this Complaint was filed, Defendants contacted Plaintiff on Plaintiff's cellular telephone via an "automatic telephone dialing system," as defined by 47 U.S.C. § 227 (a)(1).
 - During this telephone call and/or sending of the unsolicited text message, 15. Defendant used "an artificial or prerecorded voice" as prohibited by 47 U.S.C. § 227 (b)(1)(A).
 - The telephone number Defendants called and/or sent the unsolicited text 16. message was assigned to a cellular telephone service for which Plaintiff incurs a charge for incoming calls pursuant to 47 U.S.C. § 227 (b)(1).
- 18 17. These telephone call and/or unsolicited text message constituted a call that 19 was not for emergency purposes as defined by 47 U.S.C. § 227 (b)(1)(A)(i).
 - Plaintiff did not provide prior express consent to receive calls and/or 18. unsolicited text messages on Plaintiff's cellular telephone, pursuant to 47 U.S.C. § 227 (b)(1)(A).
- 23 19. These telephone calls by Defendants violated 47 U.S.C. § 227(b)(1).
- In response to receiving this unsolicited text message, Plaintiff replied "Stop." 20. 24
- 25 21. In response, Defendants then sent another unsolicited text message to Plaintiff which stated in pertinent part: 26
- "Your subscription to ZAdv alerts has been cancelled 27 & you will no longer recv 28

san Diego, California

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- 22. During this telephone call and/or sending of the unsolicited text message, Defendants used "an artificial or prerecorded voice" as prohibited by 47 U.S.C. § 227 (b)(1)(A).
- 23. The telephone number Defendants called and/or sent the unsolicited text message was assigned to a cellular telephone service for which Plaintiff incurs a charge for incoming calls pursuant to 47 U.S.C. § 227 (b)(1).
- 24. These telephone call and/or unsolicited text message constituted a call that was not for emergency purposes as defined by 47 U.S.C. § 227 (b)(1)(A)(i).
- 25. Plaintiff did not provide prior express consent to receive calls and/or unsolicited text messages on Plaintiff's cellular telephone, pursuant to 47 U.S.C. § 227 (b)(1)(A).
- 26. These telephone calls by Defendants violated 47 U.S.C. § 227(b)(1).

CLASS ACTION ALLEGATIONS

- 27. Plaintiff brings this action on behalf of herself and on behalf of and all others similarly situated ("the Class").
- Plaintiff represents, and is a member of, the Class, consisting of all persons 28. within the United States who received any telephone call and/or text message from Defendant or its agent to said person's cellular telephone made through the use of any automatic telephone dialing system or with an artificial or prerecorded voice, which call was not made for emergency purposes or with the recipient's prior express consent, within the four years prior to the filing of this Complaint.
- 29. Defendants and its employees or agents are excluded from the Class. Plaintiff does not know the number of members in the Class, but believes the Class

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- members number in the tens of thousands, if not more. Thus, this matter should be certified as a Class action to assist in the expeditious litigation of this matter.
- 30. Plaintiff and members of the Class were harmed by the acts of Defendants in at least the following ways: Defendants illegally contacted Plaintiff and the Class members via their cellular telephones thereby causing Plaintiff and the Class members to incur certain cellular telephone charges or reduce cellular telephone time for which Plaintiff and the Class members previously paid, by having to retrieve or administer messages left by Defendants during those illegal calls and/or text messages, and invading the privacy of said Plaintiff and the Class members. Plaintiff and the Class members were damaged thereby.
- 31. This suit seeks only damages and injunctive relief for recovery of economic injury on behalf of the Class and it expressly is not intended to request any recovery for personal injury and claims related thereto. Plaintiff reserves the right to expand the Class definition to seek recovery on behalf of additional persons as warranted as facts are learned in further investigation and discovery.
- 32. The joinder of the Class members is impractical and the disposition of their claims in the Class action will provide substantial benefits both to the parties and to the court. The Class can be identified through Defendants' records or Defendants' agents' records.
- There is a well-defined community of interest in the questions of law and fact 33. involved affecting the parties to be represented. The questions of law and fact to the Class predominate over questions which may affect individual Class members, including the following:
 - a. Whether, within the four years prior to the filing of this Complaint, Defendants made any call and/or sent any unsolicited text messages

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(other than a call made for emergency purposes or made with the prior express consent of the called party) to a Class member using any automatic telephone dialing system or an artificial or prerecorded voice to any telephone number assigned to a cellular telephone service.

- b. Whether Plaintiff and the Class members were damaged thereby, and the extent of damages for such violation; and
- c. Whether Defendant should be enjoined from engaging in such conduct in the future.
- 34. As a person that received a call and/or unsolicited text message, using an automatic telephone dialing system or an artificial or prerecorded voice, without Plaintiff's prior express consent, Plaintiff is asserting claims that are typical of the Class. Plaintiff will fairly and adequately represent and protect the interests of the Class in that Plaintiff has no interests antagonistic to any member of the Class.
- 35. Plaintiff and the members of the Class have all suffered irreparable harm as a result of the Defendants' unlawful and wrongful conduct. Absent a class action, the Class will continue to face the potential for irreparable harm. In addition, these violations of law will be allowed to proceed without remedy and Defendants will likely continue such illegal conduct. Because of the size of the individual Class member's claims, few, if any, Class members could afford to seek legal redress for the wrongs complained of herein.
- Plaintiff has retained counsel experienced in handling class action claims and 36. claims involving violations of the Telephone Consumer Protection Act.
- 37. A class action is a superior method for the fair and efficient adjudication of this controversy. Class-wide damages are essential to induce Defendants to comply with federal and California law. The interest of Class members in individually controlling the prosecution of separate claims against Defendant

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| is small because the maximum statutory damages in an individual action for |
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| violation of privacy are minimal. Management of these claims is likely to |
| present significantly fewer difficulties than those presented in many class |
| claims |

Defendants have acted on grounds generally applicable to the Class, thereby 38. making appropriate final injunctive relief and corresponding declaratory relief with respect to the Class as a whole.

FIRST CAUSE OF ACTION NEGLIGENT VIOLATIONS OF THE TELEPHONE CONSUMER PROTECTION ACT 47 U.S.C. § 227 ET SEQ.

- 39. Plaintiff incorporates by reference all of the above paragraphs of this Complaint as though fully stated herein.
- 40. The foregoing acts and omissions of Defendants constitutes numerous and multiple negligent violations of the TCPA, including but not limited to each and every one of the above-cited provisions of 47 U.S.C. § 227 et seq.
- As a result of Defendants' negligent violations of 47 U.S.C. § 227 et seq, 41. Plaintiff and The Classes are entitled to an award of \$500.00 in statutory damages, for each and every violation, pursuant to 47 U.S.C. § 227(b)(3)(B).
- Plaintiff and the The Classes are also entitled to and seek injunctive relief 42. prohibiting such conduct in the future.

SECOND CAUSE OF ACTION KNOWING AND/OR WILLFUL VIOLATIONS OF THE **TELEPHONE CONSUMER PROTECTION ACT** 47 U.S.C. § 227 ET SEQ.

- 43. Plaintiff incorporates by reference all of the above paragraphs of this Complaint as though fully stated herein.
- 44. The foregoing acts and omissions of Defendants constitutes numerous and multiple knowing and/or willful violations of the TCPA, including but not

| limited to each and every one of the above-cited provisions of 47 U.S.C. § 227 | 1 ei |
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| seq. | |

- 45. As a result of Defendants' knowing and/or willful violations of 47 U.S.C. § 227 *et seq.*, Plaintiff and each of the The Classes are entitled to treble damages, as provided by statute, up to \$1,500.00, for each and every violation, pursuant to 47 U.S.C. § 227(b)(3)(B) and 47 U.S.C. § 227(b)(3)(C).
- 46. Plaintiff and the The Classes are also entitled to and seek injunctive relief prohibiting such conduct in the future.

PRAYER FOR RELIEF

Wherefore, Plaintiff respectfully requests the Court grant Plaintiff and The Class members the following relief against Defendant:

FIRST CAUSE OF ACTION FOR NEGLIGENT VIOLATION OF THE TCPA, 47 U.S.C. § 227 ET SEQ. AS TO ALL DEFENDANTS

- As a result of Defendants' negligent violations of 47 U.S.C. § 227(b) (1), Plaintiff seeks for herself and each Class and Subclass member \$500.00 in statutory damages, for each and every violation, pursuant to 47 U.S.C. § 227(b)(3)(B).
- Pursuant to 47 U.S.C. § 227(b)(3)(A), injunctive relief prohibiting such conduct in the future.
- Any other relief the Court may deem just and proper.

SECOND CAUSE OF ACTION FOR KNOWING AND/OR WILLFUL VIOLATION OF THE TCPA, 47 U.S.C. § 227 ET SEQ. AS TO ALL DEFENDANTS

• As a result of Defendants' willful and/or knowing violations of 47 U.S.C. § 227(b)(1), Plaintiff seeks for herself and each Class and Subclass member treble damages, as provided by statute, up to

- \$1,500.00 for each and every violation, pursuant to 47 U.S.C. § 227(b) (3)(B) and 47 U.S.C. § 227(b)(3)(C).
- Pursuant to 47 U.S.C. § 227(b)(3)(A), injunctive relief prohibiting such conduct in the future.
- Any other relief the Court may deem just and proper.

TRIAL BY JURY

Pursuant to the seventh amendment to the Constitution of the United States of America, Plaintiff is entitled to, and demands, a trial by jury.

Respectfully submitted,

Hyde & Swigart

Case 3:11-cv-01009-JLS-MDD, Document 1 Filed 05/09/11 Page ID.11 Page 11 of 11

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON THE REVERSE OF THE FORM.)

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